

United States Government

Department of Energy

Oak Ridge Office

# memorandum

DATE: **MAY 05 2005**

REPLY TO  
ATTN OF: EM-95:Harris

SUBJECT: **UPDATE OF ENVIRONMENTAL MANAGEMENT WEB AND INTERNET POLICY**

TO: All Environmental Management Staff

Attached is the Environmental Management (EM) policy on web and Internet publishing for your use in preparing homepages for external Internet and web use. The purpose of this policy is to assure EM information published on the Internet is consistent with Federal guidelines and best practices.

If you are developing a homepage or have any questions on the policy or any recommendations, please see a member of the EM Web Team. Members of the EM Web Team are: Alicia Harris (Lead), Debbie Beets, Karen Doughty, and Steven Oldham.

*S/Sgt. H. McCracken*

Stephen McCracken  
Assistant Manager for  
Environmental Management

Attachment

EM95:Harris:n:bmt\A.harris\EM Web and Internet Policy:kdoughty:576-8771:4/11/05

Concurrence

Rtg. Symbol  
**EM-95**

Initials  
**Harris**

Date  
**4-11-05**

Rtg. Symbol  
**EM-95**

Initials  
**Houser**

Date  
**4/27/05**

Rtg. Symbol  
**EM-95**

Initials  
**Sleeman**

Date  
**4/28/05**

Rtg. Symbol  
**EM-90**

Initials  
**Beets**

Date  
**5/3/05**

Rtg. Symbol  
**EM-90**

Initials  
**McCracken**

Date  
**5/5/05**

Rtg. Symbol  
**AD-42**

Initials  
**Wilson**

Date

Rtg. Symbol

Initials

Date

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Stephen H. McCracken  
Assistant Manager for  
Environmental Management

Attachment

## **ENVIRONMENTAL MANAGEMENT POLICY WEB AND INTERNET PUBLISHING**

### **Purpose**

These policies and guidelines apply to Department of Energy (DOE)/Environmental Management (EM) World Wide Web (WWW) documents. DOE/EM guidelines are intended to help WWW authors avoid some common mistakes, as well as to give DOE/EM pages a consistent look and feel.

### **Policy**

Each home page will contain the Oak Ridge Operations (ORO) EM Logo. If the EM log is used the words "US Department of Energy" must be visible somewhere in close proximity to the logo.

Each home page should contain an information owner and maintainer including: Name and email address. The information owner is the DOE employee who is responsible for assuring technical content is accurate. This person may elect to have a contractor or other DOE employees that can respond to technical questions receive email. The maintainer is the person that assures links are working, makes changes, and updates the site. The maintainer can be either the EM Web Team or a contractor.

Each home page will contain a Date Last Modified field. This will provide the visitors with a sense of confidence in the information that is documented on the page.

Each home page must contain a link back to ORO EM home page which is found at: [www.oro.doe.gov/em](http://www.oro.doe.gov/em)

Each home page must be EM mission related.

Home pages should not contain areas that indicate the site is under construction. Publish what is completed and add to it as other sections are completed.

Each home page must not use copyrighted material without documented permission.

Home pages must not contain advertising, solicitations, or anything else that would imply government approval of commercial products. Information must be professionally presented.

Internet publishing on public servers must follow the same basic guidelines as release of other information to the general public.

Any home page that does not reside on the DOE server but has a link on the EM home page should have a link on its home page to return visitors to the EM home page.

## **Guidelines**

When using graphics, consider that your audience may be using a modem and a PC when accessing the web page. Create small, clickable images so that your homepage can download quickly, *but give the viewer the opportunity to view the larger image if they chose.*

Keep in mind that some visitors will be using an old browser and will not be able to view newer technologies. Use an alternative for lower end browser.

Like graphics, audio and video clips can enhance the information content of a page, but they can easily be overused.

MME types should be restricted to Gif, TIFF, and JPEG.

Know what it is you want to accomplish with your Web Site. Without a clear statement of purpose and objectives the project will begin to wander off course and bog down.

Always consider that information ages and will only be useful for a limited time unless updated. Published information should be reviewed at least three times a year.

Every page shall have a title. The title will be as short as possible but fully informative and specific (e.g., "Balance of Reservation" is preferable to "BOR"). The title is important because it is frequently used as a key to identify the document on hot lists, search result sets, and site indexes.

Spelling and grammar should be correct within a document.

Home pages will follow an organizational approval form (see Attachment 1)

Home pages should be syntactically correct.

When the home page is moved to a new location, make a link or redirect plus notify visitors of the change in location.

Provide search capabilities for large and complex WWW sites.

Every page should be tested with multiple viewers (Netscape and Microsoft Internet Explorer) in the newest version and the previous version.

## **Approvals**

Attachment 1, Environmental Management Web Site Approval Form, must be signed by the DOE Program Manager. The EM Web Team must receive this form prior to posting the home page to any server and electronic copy to keep as backup.

## Attachment 2 – EM Web Site Approval Form

Point-of-Contact	Name: _____
	Organization: _____
	Department: _____
	Address: _____
	Site _____ Building _____
	Room _____ Mail Stop _____
	Telephone Number: _____
	Email Address: _____
	User ID _____

Name of homepage menu where information is to be posted:	
Complete Homepage Review	
Proposed date for addition of new information listing: _____ Is new information listing already available on another server? ____ yes ____ no If "yes" what is the URL? _____	
Is the new information a controlled document? ____ yes ____ no If "yes" has it been reviewed by a EM Web TEAM ? ____ yes ____ no	
Does the new information result from scientific or technical studies supported by DOE or during work carried out for others at DOE-supported facilities or is it information pertaining to the operation of the production facilities managed by the EM Contractor? ____ yes ____ no	
If "yes," it requires <b>Technical Information Officer</b> approval prior to being added to the Page? ____ yes ____ no	
<b>NOTE:</b> If the new information is of the sensitivity level, which requires Authorized Derivative Classifier review, the EM Information Owner is responsible for getting this approval.	
<b>EM Web Deployment Manager Approval:</b> (approval signature) _____	<b>Public Affairs Office Approval:</b> (approval signature) _____
Date added to EM Website: _____ Under what menu name? _____	By (name) _____ Information Title _____